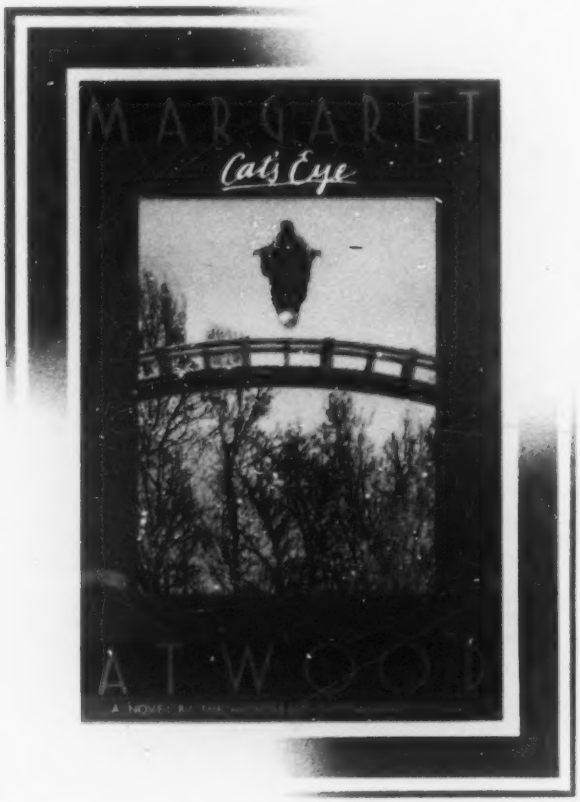
C1852-2 A
9/15/88

What Publishing People Earn: First Annual PW Salary Survey
Finding—and Paying—Good Bookstore Help • Index to August Forecasts
Professional Publishing: The Looseleaf Approach

Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING SEPTEMBER 16, 1988 $2.50



Winter '89

Doubleday

Best Authors

© Laurence Acland

Cat's Eye

MARGARET ATWOOD

In her first novel since the internationally acclaimed bestseller *The Handmaid's Tale*, Margaret Atwood leads Doubleday's Winter list with a new book which is by turns disturbing, hilarious, acerbic, evocative, and mordant—her most deeply felt work of fiction to date.

Set in contemporary Toronto, CAT'S EYE is the haunting and brilliant story of Elaine Risley, a painter who returns to the city of her youth for a retrospective of her work only to be confronted by vestiges of her troubled past. As she roams the city's prosperous streets searching for the long missing parts of her life, Elaine's past and present fuse in an astonishing conclusion, and the conflict between Elaine's desire for revenge and her quest for forgiveness is movingly resolved.

An unexpected and brilliantly realized departure from her previous works, CAT'S EYE is vintage Margaret Atwood.

Main Selection of the Book-of-the-Month Club • 100,000 copy first printing • Major national advertising • National coop title • Four-color point-of-purchase easel-backed poster • February • $17.95 • 26007-5

Publishers Weekly is published weekly by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Carroll V. Dowden, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Copyright © 1988 by Reed Publishing, USA; Saul Goldweitz, Chairman; Ronald G. Segel, President & Chief Executive Officer; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice-President. Printed in the U.S.A. SUBSCRIPTION: U.S.A.: 1 year $94, 2 years $160, 3 years $225. Canada: 1 year $177, 2 years $300, 3 years $420. Air delivery to all other countries: 1 year $250, 2 years $425, 3 years $595. (Remit in U.S. funds only.) Single copy $5.00, announcements $10.00 each. Prepayment required. Send single copy requests to: Publishers Weekly, P. O. Box 1979, Marion, OH 43302. PUBLICATION ADDRESS: Publishers Weekly, P.O. Box 1979, Marion, OH 43302. *Address editorial and advertising correspondence to* 249 West 17th Street, New York, NY 10011; telephone: 212/645-0067; telex: 12-7703. *Address circulation correspondence and changes of address to* Publishers Weekly, P.O. Box 1979, Marion, OH 43302; telephone 1-800-669-1002; in Alaska, Hawaii, Canada, and all other countries, telephone: 614-382-3322. Second-class postage paid at New York, N.Y., and additional mailing offices. **POSTMASTER:** Send address changes to *Publishers Weekly*, P.O. Box 1979, Marion, OH 43302. Cahners Publishing Company, a Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Manufacturing, Foodservice & Lodging, Electronics & Computers, Interior Design, Printing, Publishing, Industrial Research & Technology, Health Care, and Entertainment. ☐ Specialized Consumer Magazines: *American Baby* and *Modern Bride*.

Publishers Weekly

VOLUME 234 NUMBER 12
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

SEPTEMBER 16, 1988

PUBLISHER
Neil A. Perlman

EDITOR-IN-CHIEF
John F. Baker

EXECUTIVE EDITOR
Daisy Maryles

MANAGING EDITOR
Michael Coffey
Robin Lenz, *Assistant Managing Editor*

NEWS
Madalynne Reuter, *Editor*
Calvin Reid, *Associate Editor*

TRADE NEWS
William Goldstein, *Editor*
Greg Corcoran, *Associate Editor*

BOOKSELLING
John Mutter, *Editor*
Maureen J. O'Brien, *Associate Editor*

CHILDREN'S BOOKS
Diane Roback, *Editor*

FORECASTS
& NONFICTION FORECASTS
Genevieve Stuttaford, *Editor*
Olivier David, *Editorial Assistant*

FICTION FORECASTS
& INTERVIEWS
Sybil Steinberg, *Editor*

PAPERBACKS FORECASTS
Penny Kaganoff, *Editor*

HOW-TO FORECASTS
Molly McQuade, *Editor*

ART DIRECTOR
Maureen R. Gleason

RESEARCH LIBRARIAN
Miriam Phelps

ADMINISTRATIVE ASSISTANT
Isabell L. Taylor

CONTRIBUTING EDITORS
Carolyn T. Anthony, Joseph Barbato, Robert A. Carter, John P. Dessauer, Kimberly Olson Fakih, Gayle Feldman, Jerome P. Frank, Chandler B. Grannis, William Griffin, Jean F. Mercier, Paul S. Nathan, Carol E. Rinzler, Paul Sweeting, Allene Symons, John Zinsser

U.S. CORRESPONDENTS
Howard Fields (Washington)
Lisa See (Los Angeles)
Bob Summer (Southeast)
Tim Unsworth (Midwest)

INTERNATIONAL CORRESPONDENTS
Herbert R. Lottman (Paris)
Vivienne Menkes (London)
Beverly Slopen (Toronto)
Sally Taylor (Far East)

DIRECTOR OF ART DEPARTMENT
Barrie Stern

DIRECTOR OF PRODUCTION
Robert Elder

EDITORIAL PRODUCTION MANAGER
Nancy Brown

PRODUCTION EDITORS
Cheryl Brown, Susan Caputo, Victoria Cervantes, Deborah Vanna, Ann Yazejian

ADVERTISING PRODUCTION MANANGER
Lorena Parrish

ADVERTISING TRAFFIC COORDINATOR
Lorna Campbell

ADVERTISING PRODUCTION ASSISTANT
Daniela Guglielmo

DIRECTOR, ADVERTISING SALES
Alan Schlanger

CLASSIFIED ADVERTISING MANAGER
Frieda Johnson

PUBLISHING MARKETPLACE MANAGER
Jane Belostock

CIRCULATION DIRECTOR
Joan Roman

CIRCULATION MANAGER
Christine Duffy

FEATURES

PW's First Annual Salary Survey

Publishing Pay: A Slow Start and a Low Top 20

The news is as bad as you thought; publishing is not one of the better-paid professions

Survey by Mary Connors; commentary by John F. Baker

DEPARTMENTS

NEWS OF THE WEEK 11

Bennett Calls for High Reading Goals for Elementary Schools

Nancy Coffey Named to Top Post at Contemporary

Hachette to Purchase Spanish Publisher Salvat

Welsh to Retire from Library of Congress

Electronic Publishing at Frankfurt

McGraw-Hill Buys Science Titles

Coming from Thunder's Mouth

Newmarket Launches Rack-Size Imprint

TRADE NEWS 27

HBJ Celebrating Eliot Centenary with 'Letters' and Reissues

Two-Volume New Grove Dictionary of Jazz Coming in November

Warner Publishing 10 Books with Amistad Press

Spinsters/Aunt Lute Publishing November Book on Sharon Kowalski Controversy

Unpublished for 40 Years, Novel by Poet Thomas McGrath

BOOKSELLING 34

Low Salaries and Wages Present Problems for Booksellers: An informal survey

PROFESSIONAL PUBLISHING 40

Looseleaf Subscription Services

BOOK DESIGN & MANUFACTURING 43

Innovative Approaches in the Publication of 'Body & Soul'

PW INTERVIEWS 58

Clyde Edgerton

FORECASTS 61

Fiction 61
Nonfiction 70
Paperbacks 75
How-To 81

COLUMNS

Highlights 9
Letters 10
Calendar 10
People 16
Talk of the Trade 26
Southern Spotlight 52
Dessauer Report 54
My Say: *Elyse Sommer* 56
Index to Forecasts 90
Weekly Exchange 93
Paperback Bestsellers 96
Hardcover Bestsellers 98

SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chazen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). MIDWEST: Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); SOUTH: Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). WEST: James K. Lerritt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). NON-U.S.A. representatives: Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto, France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan, Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Publishing Pay

A Slow Start; A Low Top

SURVEY CONDUCTED BY MARY CONNORS; COMMENTARY BY JOHN F. BAKER

Book publishing, as those involved in it can ruefully testify, is not a high-paying career. The head of a house, be he or she owner, president or CEO, earns an average base salary of $100,000—after an average 21 years of experience. An editor, after eight years on the job, averages $28,000. Assistants in most departments, usually with a combination of secretarial and other responsibilities, average $16,000 to $17,000. And most vice-presidents in charge of departments do not exceed $60,000. As for annual raises, they are likely to be no more than 6% at a substantial majority of companies.

These are some of the findings in a major survey of publishing salaries recently conducted on behalf of *PW* by Cahners Research, the research arm of our parent company, Cahners Magazines. It will be annually updated, in an attempt to keep tabs on the changing economics of publishing, and to give people working in the field a sense of how their friends and colleagues are faring. The details—the first time, to our knowledge, that an extensive publishing salary survey of this kind has been made publicly available—should also give publishing managers a sense of where they stand in relation to other companies in terms of salaries, benefits and rewards for experience.

The following are some of the general highlights of the survey; detailed breakdowns of the figures are tabulated on the following pages, and the methodology is described in the box on page 21.

Company Size:

The average size among the companies surveyed was just over $20 million a year in gross sales, though the range was from under $1 million (11%) to over $100 million (3%) (Table 5). The average number of employees was 282 full-timers, 33 part-time or temporary employees—and both figures were, on average, expected to drop slightly in the course of this year. Once again, the range was considerable, with just over 5% of respondents having five employees or fewer, and nearly 10% having over 1000. Perhaps surprisingly, in view of how many publishing functions can be performed by part-time or temporary employees, two-thirds of the publishers surveyed had 10 or fewer part-timers (Tables 3 & 4).

Employees and Experience:

Respondents were asked how many people in the company were in each particular job, and how many years of experience they had. As expected, the heads of companies had the most average experience, over 21 years, with v-ps in the art department next, at over 19 years, followed by publishers, at 18.7 years, and production vice-presidents at 17.3 years. Company librarians were also old-timers, with an average 14.2 years, and so were personnel directors (15.5 years). Editors-in-chief had an average 13.1 years on the job (Table 2). Still, there were remarkable ranges here, from only a year or two up to 52 years for an owner/president and 40 for a chief financial officer.

Editorial and sales departments were by far the biggest, with an average of 15 people each. In editorial, the average department had an editor-in-chief, two executive (or senior) editors, a managing editor, four editors, four copy editors and three assistants; sales had a v-p in charge, a director, two managers and 11 sales reps. The marketing department averaged six people, art and production departments had

JOB TITLE OF RESPONDENTS

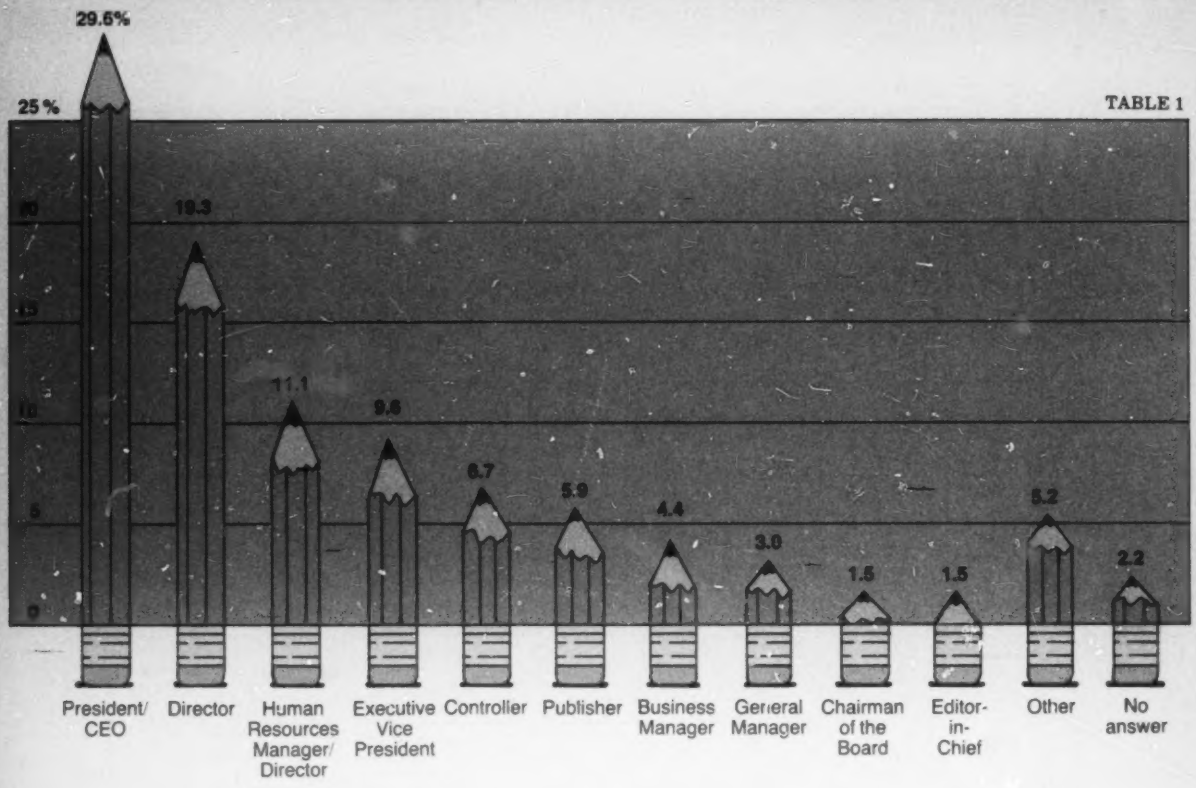


TABLE 1

How the Survey Was Conducted

A questionnaire with a covering letter was sent out in late March to a sample of 530 book publishers selected at random from a database of all kinds of book publishers, spread throughout the country. A follow-up mailing went out in mid-April, and the study closed at the end of May. Altogether a total of 135 respondents completed the questionnaire, for a response rate of 25%. Nearly a third (29.6%) of the responses were prepared by the company president or CEO (Table 1). About a third (32.5%) of the respondents described their labor pool as being drawn from Manhattan and the surrounding New York boroughs and suburbs (they were not asked for precise location). Over 7% of the replies came from the Boston area, just under 7% each from the Chicago area and San Francisco Bay area, nearly 4% from the Philadelphia area and 3% each from Washington/Baltimore and Minneapolis/St. Paul. Other areas represented to a lesser extent include Los Angeles, Seattle, Atlanta and Dallas/Fort Worth. About 30% were not in any of these metropolitan areas.

three each, publicity had five, rights and permissions four (Table 2).

Pay and Benefits:

The ranges in salaries were extremely wide, reflecting the different sizes and natures of the publishing houses who responded to the survey. The base salary of the owner/president, for instance, ranged from a low of $30,000 to a high of $365,000, publisher from $30,000 to $190,000, editor-in-chief from $20,000 to $146,000, marketing v-p from $29,000 to $120,000. In view of these very wide swings, the average salaries are the ones we concentrated on, and these are set out in detail in Table 2.

Benefits and perquisites were far more standardized: almost everyone offered paid vacations and medical insurance (98%), 87% had company life insurance, 84% offered disability and 67% dental coverage. After that the perks thinned out, with fewer than half the companies offering overtime (48%) and even fewer a company car. Profit sharing was offered by fewer than a third (30%), an investment plan by 27% and health and fitness programs by only 17% (Table 7).

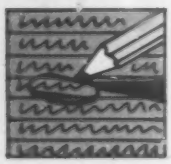
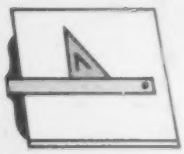
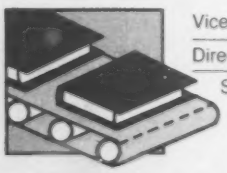
Salary Increases:

Nearly two-thirds of the publishers surveyed offered average annual salary increases of 6% or under in 1987, with the largest number (28%) averaging 5%, and 15% averaging 6%; interestingly, the numbers estimating that they would offer higher increases (4%–6%) in 1988 increased, while those offering 3% or under was expected to decline. At levels above 6%, the 1988 numbers were also expected to drop below those of 1987 (Table 6).

Summary:

Perhaps the biggest surprise about the report is not the low level of the starting salaries—people in publishing have long been accustomed to that—but how long it takes to work up to a salary above, say, $40,000—and how comparatively few jobs there are that can take an employee much beyond that salary level. Even the occasional anomaly of someone making much more than $100,000 occurred so infrequently that it could not boost the average base salary for anyone in publishing—even the head of the house—above that level.

AVERAGE BASE SALARIES, NUMBER OF INCUMBENTS AND YEARS OF EXPERIENCE

	Average Base Salary	Average Years of Experience
CORPORATE STAFF		
Owner/President (1)	$100,000	21.4
Chief Financial Officer (1)	$63,000	13.7
Executive/Senior Vice President (1)	$70,000	15.6
PUBLISHERS		
Publisher (1)	$77,000	18.7
Associate Publisher (1)	$56,000	16.8
EDITORIAL		
		
Editor-in-Chief (1)	$51,000	13.1
Executive Editor (2)	$43,000	12.8
Managing Editor (1)	$33,000	9.6
Editor (4)	$28,000	8.1
Copy Editor (3)	$23,000	6.8
Secretary/Assistant (3)	$17,000	4.1
ART DEPARTMENT		
		
Vice President (1)	$60,000	19.3
Director (1)	$33,000	9.5
Secretary/Assistant (1)	$18,000	3.4
PRODUCTION DEPARTMENT		
		
Vice President (1)	$55,000	17.3
Director (1)	$38,000	11.8
Secretary/Assistant (1)	$19,000	4.6
MARKETING DEPARTMENT		
Vice President (1)	$62,000	11.5
Director (1)	$39,000	8.7
Manager (2)	$32,000	6.7
Secretary/Assistant (1)	$18,000	3.4

* Number in parentheses refers to average number of incumbents.

AVERAGE BASE SALARIES, NUMBER OF INCUMBENTS AND YEARS OF EXPERIENCE

	Average Base Salary	Average Years of Experience
SALES DEPARTMENT		
Vice President (1)	$63,000	11.8
Director (1)	$45,000	10.5
Manager (2)	$32,000	7.3
Sales Representative (11)	$25,000	6.1
ADVERTISING/PUBLICITY DEPARTMENT		
Vice President (1)	$41,000	5.5
Director (1)	$37,000	8.7
Manager (1)	$26,000	5.7
Secretary/Assistant (2)	$17,000	3.2
RIGHTS & PERMISSIONS		
Vice President (1)	$41,000	10.3
Domestic Rights Director (1)	$32,000	8.3
Foreign Rights Director (1)	$25,000	5.3
Secretary/Assistant (1)	$16,000	5.1

TABLE 3

FULL-TIME EMPLOYEES

	Year-end 1987	Estimate 1988
Average employees:	282	270
1 - 5	5.2%	4.5%
6 - 10	9.6	8.9
11 - 20	17.0	19.3
21 - 25	11.9	5.9
26 - 50	14.1	20.8
51 - 100	13.3	11.9
101 - 500	16.3	17.0
501 - 1,000	2.2	2.2
1,001 or more	9.7	8.8
no answer	0.7	0.7

TABLE 4

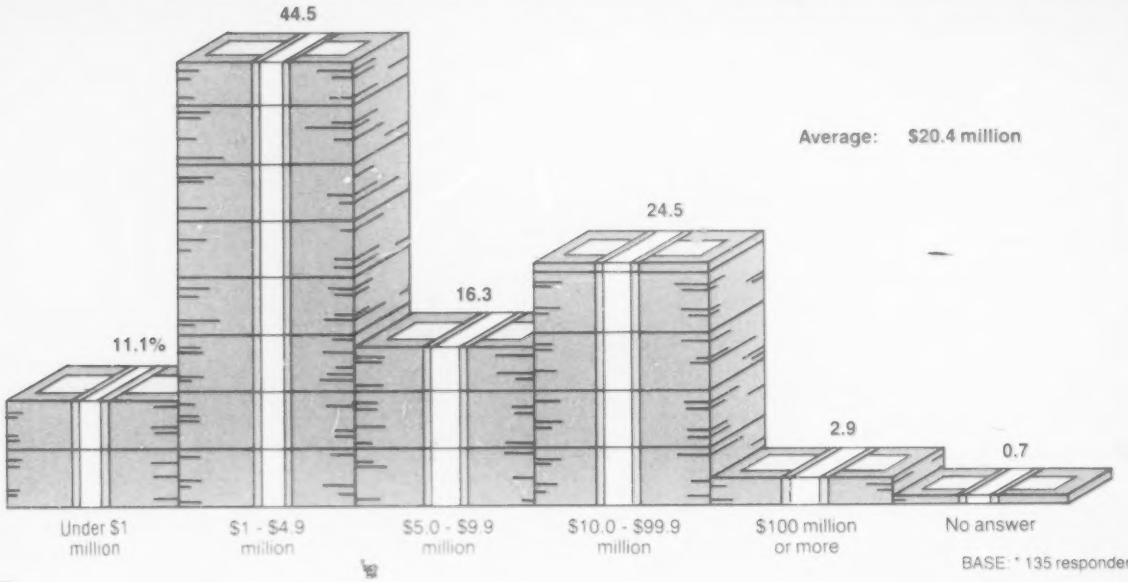
PART-TIME/TEMPORARY EMPLOYEES

	Year-end 1987	Estimate 1988
Average part-time employees:	33.6	31.8
1 - 5	44.5%	43.7%
6 - 10	20.8	17.8
11 - 20	5.9	11.9
21 - 35	2.6	3.0
36 - 50	2.2	0.7
51 - 100	2.2	3.0
101 or more	11.1	10.3
no answer	10.4	9.6

Charts by Paragraphics.

TABLE 5

RESPONDENT COMPANY'S 1987 GROSS SALES OR REVENUES



BASE: * 135 respondents

TABLE 6

AVERAGE SALARY INCREASE

	Year-end 1987	Estimate 1988
Less than 3%	6.7%	3.7%
3%	4.4	2.2
4%	9.6	11.1
5%	28.1	34.1
6%	15.5	17.0
7%	7.4	5.9
8%	10.4	8.9
9%	3.0	1.5
10%	7.4	8.9
11% or more	6.0	3.7
No answer	1.5	3.0
Average:	**6.6%**	**6.6%**

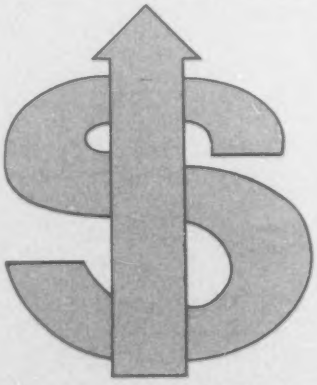


TABLE 7

BENEFITS AND PERQUISITES AVAILABLE

Benefit/Perquisite	AVAILABLE * #	AVAILABLE * %	Senior Management Only	Management Only	Management & Entire Staff
Medical	133	98%	2%	–	98%
Dental	91	67%	2%	1%	97%
Disability	144	84%	4%	2%	94%
Life Insurance	117	87%	3%	3%	94%
Paid Vacation	132	98%	1%	–	99%
Overtime	65	48%	–	–	100%
Profit Sharing	41	30%	7%	7%	86%
Investment Plan	36	27%	3%	11%	86%
Stock Options	20	15%	65%	5%	30%
Stock Discount	5	4%	–	–	100%
Pension	83	61%	4%	6%	90%
Signing Bonus	13	10%	46%	15%	39%
Longevity Bonus	11	8%	18%	9%	73%
Club Membership	18	13%	61%	11%	28%
Recreational Facilities	21	16%	9%	5%	86%
Fitness/Health Programs	23	17%	9%	4%	87%
Company Car	53	39%	75%	15%	10%
First Class Travel	12	9%	92%	8%	–

BASE: 135 respondents

* Those respondents who indicated that the benefit/perquisite is available in any one company. The three right-most columns details eligibility for benefits/perquisites.

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Lively Consumer Retail Sales Spark Second Quarter

Good performances by juvenile titles and mass market paperbacks in the retail market led the industry to solid gains in the second quarter. The unit increases posted by juvenile hardbounds and paperbounds and mass market paperbacks were impressive and the low price inflation that made them possible was encouraging. By contrast, adult trade unit advances were inhibited by continuing price increases, and book club and mail order sales lagged behind consumer sales at retail stores. Also encouraging was the strength of professional and university press sales, although textbooks performed rather feebly. According to AAP reports, consumer book returns rates continue to be high, particularly for adult trade hardbounds.

Readers should note that the present report incorporates a revision of first-quarter data resulting from the release this summer of AAP's *1987 Statistics Report*. In other respects it still conforms to BISG's *Book Industry Trends* data base.

ESTIMATED PUBLISHERS' NET BOOK SALES—SECOND QUARTER 1988

Millions of Dollars and Units

	Apr.-Jun. 1988		Apr.-Jun. 1987		Percent Change		Jan.-June 1988		Jan.-Jun. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	829.3	179.29	742.9	168.70	11.6	6.3	1,524.3	331.42	1,333.5	310.50	14.3	6.7
Adult Hardbound	449.4	62.94	432.8	66.58	3.8	(5.5)	812.5	118.86	744.7	118.22	9.1	0.5
Adult Paperbound	194.2	44.07	173.9	45.66	11.7	(3.5)	399.0	94.00	346.4	91.60	15.2	2.6
Juvenile Hardbound	114.8	35.01	95.0	29.69	20.8	17.9	204.9	59.25	169.4	51.43	21.0	15.2
Juvenile Paperbound	70.8	37.27	41.2	26.76	71.8	39.3	107.8	59.31	73.0	49.25	47.7	20.4
Religious	170.1	29.34	163.5	32.07	4.0	(8.5)	334.5	61.20	317.6	64.75	5.3	(5.5)
Hardbound	121.9	13.32	116.2	14.47	4.9	(8.0)	238.6	27.25	225.0	28.86	6.0	(5.6)
Paperbound	48.3	16.03	47.3	17.61	2.0	(9.0)	96.0	33.95	92.5	35.89	3.7	(5.4)
Professional	595.4	39.76	587.8	40.46	1.3	(1.7)	1,262.0	86.71	1,147.7	80.08	10.0	8.3
Hardbound	391.0	12.71	385.3	13.30	1.5	(4.4)	824.2	27.80	757.5	27.02	8.8	2.9
Paperbound	204.4	27.05	202.4	27.16	1.0	(0.4)	437.8	58.90	390.2	53.07	12.2	11.0
Book Club	154.5	23.72	164.5	27.42	(6.1)	(13.5)	308.8	50.15	299.8	52.82	3.0	(5.1)
Hardbound	129.1	9.37	137.7	10.99	(6.2)	(14.8)	258.6	20.09	250.1	21.13	3.4	4.9
Paperbound	25.4	14.36	26.9	16.43	(5.4)	(12.6)	50.3	30.06	49.7	31.69	1.1	(5.1)
Mail Order Publications	147.9	28.58	148.8	28.96	(0.6)	(1.3)	313.3	57.62	307.2	58.95	2.0	2.3
Mass Market Paperbacks	306.4	175.07	222.5	134.82	37.7	29.9	534.6	321.35	456.5	277.54	17.1	15.8
University Presses	32.5	1.97	26.6	1.87	22.0	5.2	58.8	4.38	51.8	4.29	13.4	2.3
Hardbound	27.4	1.15	22.3	1.07	23.0	7.5	46.9	2.17	41.4	2.16	13.2	0.7
Paperbound	5.1	0.83	4.3	0.81	16.8	2.3	11.9	2.21	10.4	2.13	14.1	3.9
Elhi Text	454.2	53.75	446.1	60.71	1.8	(11.5)	586.1	74.28	569.5	81.13	2.9	(8.4)
Hardbound	258.9	21.22	256.9	23.69	0.8	(10.4)	334.2	28.36	327.0	30.81	2.2	(8.0)
Paperbound	195.3	32.53	189.2	37.01	3.2	(12.1)	251.9	45.92	242.5	50.32	3.9	(8.7)
College Text	151.1	12.14	161.6	12.89	(6.4)	(5.8)	354.5	28.49	341.4	28.19	3.8	1.1
Hardbound	128.2	8.33	136.9	8.83	(6.3)	(5.7)	300.6	19.53	288.4	19.20	4.2	1.7
Paperbound	22.9	3.82	24.7	4.06	(7.2)	(6.1)	53.9	8.96	53.0	8.99	1.8	(0.4)
Subscription Rsrl.	48.8	0.11	49.1	0.12	(0.6)	(5.7)	96.8	0.24	97.7	0.25	(0.9)	(6.2)
Total	2,890.1	543.75	2,713.2	508.83	6.5	7.0	5,373.7	1,015.84	4,922.6	958.50	9.2	6.0

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—SECOND QUARTER 1988

Millions of Dollars and Units

	Apr.-Jun. 1988		Apr.-Jun. 1987		Percent Change		Jan.-June 1988		Jan.-Jun. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	1,691.0	276.76	1,487.6	233.84	13.7	18.4	3,081.4	495.21	2,684.2	437.86	14.8	13.1
College Stores	267.3	25.24	300.2	28.18	(11.0)	(10.4)	1,305.8	121.31	1,255.6	124.01	4.0	(2.2)
Libraries & Institutions	415.7	29.93	385.7	27.38	7.8	9.3	749.2	53.54	686.7	50.37	9.1	6.3
Schools	472.8	57.62	469.8	66.30	0.6	(13.1)	728.2	97.69	705.7	105.39	3.2	(7.3)
Direct to Consumer	462.2	54.09	478.5	60.24	(3.4)	(10.2)	992.9	122.89	958.4	125.30	3.6	(1.9)
Other	115.5	48.93	98.4	41.92	17.3	16.7	215.9	91.49	186.0	82.45	16.1	11.0
Total	3,424.5	492.57	3,220.3	457.87	6.3	7.6	7,073.6	982.13	6,478.8	925.20	9.2	6.1